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演講主題 Theme :

新時代中國彩票事業發展之路

The Road of the Development of China's lottery in the New Era

馮百鳴，河南財經政法大學彩票研究所所長，副教授，碩士研究生導師。國家有關部委彩票監管與諮詢專家。主要研究領域為彩票理論、管理哲學、市場行銷。先後完成多項省部級彩票研究課題和橫向研究課題，發表彩票理論研究文章四十餘篇。

Baiming Feng is an associate professor in the Henan University of Economics and Law and the manager of the lottery research institute. He is also providing counselling to the ministry of finance on issues relevant to the regulation of lottery. He's main research focus are on theories of lottery, philosophy in management, and marketing.